



Section for Environmental Health and Communicable Disease Prevention

Division of Environmental Health and Communicable Disease Prevention

NewsLEADer

CHILDHOOD LEAD POISONING PREVENTION PROGRAM
VOLUME 2, ISSUE 2 SUMMER 2003

2002 Calendar Year

Testing Data

The 2002 Calendar Year Blood Lead Testing Data for Children less than six years of age is available on the Missouri Department of Health and Senior Services, Childhood Lead Poisoning Prevention web site at

www.dhss.state.mo.us/ChildhoodLead

Compared to 2001 calendar year data, testing has increased by over 1,000 children and the prevalence rate has decreased from 6% to 5%. The number of children found to have elevated blood lead levels decreased by about 500.

Spring Campaign 2003

Thanks to all of you who participated in the "Spring Has Sprung! Tips for Making Your Springtime LEAD-SAFE" campaign. During this statewide campaign, lead poisoning prevention advocates were provided with three LEAD-SAFE fact sheets and a description of a bulletin board idea. These materials were intended to act as a starting point, which advocates can build upon to educate their communities. Twenty-

seven agencies participated.

Our plan is to have a campaign during the month of May and during Lead Week in October of each year. If another month would work better in reaching your communities, please let us know. As always, if you have comments or suggestions for future campaigns, please let Kim Frazee know. Here are great

examples of how some of the LPHA's participated.

Springfield-Greene County Health Dept.

participated in the campaign to increase their community's awareness of lead hazards in soil. They used the materials provided as a starting point to build on. Cathy Gaw, Assistant Health Educator,

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incorporated her own photos to make a bulletin board. The bulletin board was placed inside a display case in the health department lobby. Springfield-Greene is currently helping several families concerning lead hazards in soil.

Randolph County Health Dept. used the campaign materials to reach their area childcare center clients. The LEAD-SAFE fact sheets were given to area childcare centers to pass out to parents. Along with the fact sheets, lead testing was offered at the childcare centers. Marilyn Humphrey, RN, spoke with a local pediatric physician who agreed to test children for lead and talk with parents on the issue. Their WIC office is also referring children to be tested for lead. Randolph County has increased their lead testing because of these referrals.

Daviess County Health Dept. made big crepe paper flowers to help incorporate the Spring theme when designing their bulletin board. The big flowers caught people's attention and drew them to read the bulletin board.

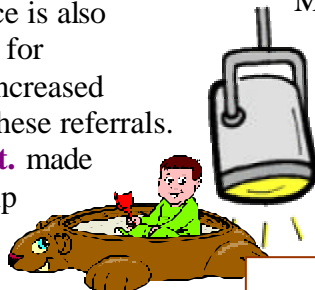
Lafayette County Health Dept. took the three fact sheets and their lead testing supplies to their local Wal-Mart where they set up a table display and offered lead testing. Lafayette County did not have much interest at Wal-Mart that day and would recommend setting up a table elsewhere such as at local health fairs.

Kansas City Health Dept. distributed the three fact sheets to two high-visibility hardware stores located within their community. They found both store managers to be very accommodating as they placed the fact sheets in relevant areas of their stores, depending on the topic the handout addressed. Kansas City found the "Lead-Safe" jargon made the store managers less wary of the materials. The managers

were not concerned that their customers would be discouraged to complete their projects.

Upcoming Lead Week Campaign October 2003

Keep your eyes open for a "Pizza Box Flyer Campaign" during National Lead Poisoning Prevention Week (October 19-25). Flyers will be available for you to reproduce and distribute to your pizza franchises. The flyers can be attached to the top of pizza boxes before delivery or customer pick-up. Materials will be emailed in August.



County in the Spotlight

Cape Girardeau County offers Health and Safety Days

The Cape Girardeau County Public Health Center worked in conjunction with their local fire department to offer Health and Safety Days, one in March and one in April. The Health Center offered lead screenings at these events. Environmental Public Health Specialists and Public Health Nurses were available to answer questions regarding lead and lead screenings. Screenings were also conducted at local daycares. Cape Girardeau County Public Health Center used fliers and print announcements in their local newspapers to advertise the Health and Safety Days. They use the local cable access channel to notify the public about the availability of lead screenings at the Health Center.



Good News!

Funding Received From CDC

GOOD NEWS! The Missouri Department of Health and Senior Services, Section for Environmental Public Health, received funding from the Centers for Disease Control and Prevention (CDC) to address lead poisoning in Missouri for another project period. This means we will be able to continue assuring environmental lead risk assessments for children with an elevated blood lead level, have staff available to

provide technical assistance, develop and disseminate educational materials, and maintain a surveillance system that tracks and monitors blood lead levels across the state. We look forward to our continuing work with each agency involved in the care and prevention of childhood lead poisoning.



Successful Public Outreach:

Identifying Your Target Audience and Reaching Them

Who do you want to reach and influence with your outreach activities? Identifying your target audience is an essential step in planning effective childhood lead poisoning prevention outreach. The target audience is the group of people that your outreach messages and materials are intended to reach. Different messages are appropriate for different audiences. Target audiences for lead prevention outreach might include parents, caregivers, children, pregnant women, renovation contractors, landlords, realtors, physicians, abatement workers, school district representatives, and concerned citizens. The message directed to a parent (have your child tested for lead), is different than that directed to a physician (test children under six years old), or to a pregnant women (if you are at risk of lead poisoning, you should consider getting tested for lead). The most effective outreach activities will be those that target a specific audience with a specific message.

Once the target audience is selected, additional background information should be gathered to learn how to accurately reach them. This information includes demographics, physical and behavioral characteristics, knowledge of issues, attitudes and perceptions, and different communication channels. Gathering this information will assist you in tailoring your outreach message and materials to fit the audience needs and concerns. The following will describe these key categories of information:

- ◆ What are the demographics or physical and behavioral characteristics of the target audience? They should include gender, age, race, socioeconomic level, places of residence and work, and lifestyle and cultural characteristics. Is Lead Poisoning more prevalent in one zip code than another?
- ◆ How much does the target audience understand about Childhood Lead Poisoning? Do they know that Childhood Lead Poisoning is preventable? Are they familiar with the health effects and the sources of lead? Do they know what to do if a child has an elevated blood lead level? Understanding their level of knowledge will assist you in developing effective outreach messages and materials.
- ◆ What are their attitudes and/or perceptions of Childhood Lead Poisoning? Do they believe Childhood lead Poisoning is a problem? This type of information is also critical when developing outreach messages and materials.
- ◆ How does the target audience receive environmental information? Do they receive it from the newspaper, radio, television, health department, or physician? It is important to note that people are more likely to change their behavior if they get multiple messages from a variety of sources. Understanding this information will help you choose the most appropriate method of distributing the outreach message.

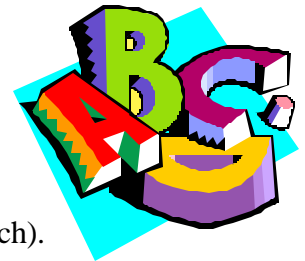
Lead Poisoning Prevention Videos



Looking for a different way to attract interest in Childhood Lead Poisoning? The CLPPP has several visual tapes that may be borrowed by any organization in Missouri wanting to increase lead poisoning prevention awareness and blood lead testing. The tapes can be played in the health department waiting room, on mini TVs at health fairs, or in conjunction with a presentation. Tapes targeting children, adults, and healthcare workers are available. Please see the attached listing of available videotapes. Contact Kim Frazee at 573-526-4911 for more information.

Lead Poisoning Vocab To Know:

1. Accessible Surface: An interior or exterior surface painted with lead-based paint that is accessible for a young child to mouth or chew (i.e. surfaces within approximately five feet off the floor or ground which protrude more than 1/2 inch).
2. Friction Surface: An interior or exterior surface that is subject to abrasion or friction, including certain window, door, floor, and stair surfaces.
3. Impact Surfaces: An interior or exterior surface that is subject to damage by repeated impacts such as certain parts of door frames.



Just a Reminder...

National Lead Information Center 1 (800) 424-LEAD

If you are in need of literature that is distributed by the EPA such as “Protect Your Family From Lead In Your Home” or “Lead Paint Safety: A Field Guide for Paint, Home Maintenance, and Renovation Work” please call the **National Lead Information Center (NLIC)** for large quantities. The NLIC provides the general public and professionals with information about lead hazards and prevention. NLIC operates under a contract with the U.S. Environmental Protection Agency (EPA), with funding from EPA, the Centers for Disease Control and Prevention, and the Department of Housing and Urban Development. For a listing of the available literature check out their website, www.epa.gov/lead/nlic.htm. A variety of literature may also be downloaded from the web site.

HCY Lead Risk Assessment Guide

This guide must be used to complete the Lead Risk Assessment component of the HCY (Healthy Child and Youth) full or partial screen for all MC+/Medicaid eligible children from six to 72 months. The Missouri Department of Health and Senior Services does not have these in stock. Missouri Medicaid Providers may call Medicaid at **1 (800) 392-0938** to order the guides.

The Next Issue



Tell us what you are doing. If you would like your health department or organization to be featured in the next issue of NewsLEADER, please send

your articles to:

Kim Frazee, DHSS, 930 Wildwood Dr, Jefferson City, MO 65102

Email frazek@dhss.state.mo.us, phone 573-526-4911, or fax 573-526-6946.

Missouri Department of Health and Senior Services Childhood Lead Poisoning Prevention

**MISSOURI DEPARTMENT OF HEALTH AND SENIOR SERVICES
CHILDHOOD LEAD POISONING PREVENTION PROGRAM
VIDEO TAPE LISTING**

AN OUNCE OF PREVENTION KEEPS THE GERMS AWAY

Minutes: 29:35 Copies: 1

By: CDC

Description: Find out how to prevent infections ranging from the common cold to deadly diseases by following seven simple and inexpensive steps.

CBS STREET STORIES

Minutes: 11:34 Copies: 1

By: CBS News

Contact: Ambrose Video Publishing, Inc. in South Burlington, Vermont at (800) 348-4480

Cost: \$29.95 + \$3.95 S&H

Description: Segment of CBS Street Stories dated January 21, 1993. Segment focuses on lead poisoning issues and lead abatement.

Target audience: Good for people who are thinking about or are engaged in renovation or remodeling, general public, and parents.

CHILDHOOD LEAD SCREENING (Skin Microsample Collection)

Minutes: 9:50 Copies: 1

By: Maryland State Laboratory

Contact: Dr. J. Mehsem Joseph at (410) 225-6100

Description: Demonstrates the technique and steps to be taken for collection of blood specimens for childhood lead screening to minimize background lead contamination. In addition, case management and data collection are addressed.

Target audience: Directed toward nurses, physicians or anyone collecting blood samples for lead screening.

CONTROL OF LEAD EXPOSURE IN THE RADIATOR REPAIR INDUSTRY

Minutes: 14:00 Copies: 1

By: Lead Industries Association and National Automotive Radiator Service Association.

Contact: Jeff Miller at (800) 922-LEAD

Cost: \$22.95

Description: Directed towards owners and workers in the radiator repair industry.

DEVELOPING A PARTNERSHIP FOR SUCCESS "JOHN MANVILLE SITE"

Minutes: 24:00 Copies: 1

By: Environmental Response Video

E-HAZARDS: THEY'RE OUT THERE...

Minutes: Copies: 1

By: EPA October 1999

Description: Learn about potential threats from household products, second-hand smoke, pesticides, ultraviolet light, lead, and contaminated water.

ENVIRONMENTAL HEALTH: A NURSING OPPORTUNITY

Minutes: 2 Hr. 14 min. Copies: 1

By: CDC & ATSDR Aug. 10, 2000

Description: Addresses environmental health issues

Target audience: Nurses, physicians, and health care personnel

FOR THE CHILDREN-LEAD TESTING

Minutes: 30:00 Copies: 3

By: Tri-State Area

HE IS NOT THE MAN I MARRIED...COULD IT BE LEAD?

NO ES EL HOMBRE CON QUIEN ME CASE...SERA EL PLOMO?

Minutes: Copies: 1

By: OLPPP lead video, California Dept. of Health Sciences

LEAD EXPOSURE IN THE BRASS AND BRONZE INDUSTRY

Minutes: 14:00 Copies: 1

By: Lead Industries Association, Inc.

Contact: Jeff Miller at (800) 922-LEAD

Cost: \$27.99

Description: Directed towards owners and workers in industries that produce brass or bronze ingots, or castings made of brass or bronze.

LEAD EXPOSURE AT INDOOR FIRING RANGES

Minutes: 11:00 Copies: 1

By: Lead Industries Association and National Rifle Association

Contact: Jeff Miller

Telephone: (800) 922-LEAD

Cost: \$17.99

Description: Reviews the proper procedures for minimizing lead dust exposure at indoor firing ranges.

LEAD POISONING

Minutes: 8:00 Copies: 1

By: Universal Health Associates, Inc. at (202) 429-9506

Cost: \$69.00

Spanish Copies: 1

Description: General information on the dangers of lead: includes sources, exposure pathways, health problems from lead poisoning, and prevention suggestions. (1989)

Target audience: Directed towards general public and parents. Available in Spanish. Available in Portuguese, Cambodian, Hmong, Laotian, and Vietnamese by special order.

LEAD POISONING: THE SILENT EPIDEMIC

Minutes: 22:10 Copies: 1

By: Concerned Parents for Head Start and the New Jersey Anti-Lead Poisoning Coalition

Contact: Joan Luckhardt, PhD, Dir. of Lead Poisoning Prevention Program, Department of Psychiatry, 40 E. Laurel, Road Suite 200, Stratford, NJ 08084 at (609) 566-6034

Cost: \$10.00--checks to be made out to UMD-NJ(University of Medicine and Dentistry, New Jersey)

Description: General informational video. Formatted in a news report broadcast similar to 60 minutes. Includes sources, adverse health effects, and prevention of lead poisoning. Follows a couple case histories.

Target audience: Directed towards general public and parents.

LEAD POISONING: WHAT EVERYONE NEEDS TO KNOW

Minutes: 15:00 Copies: 2

By: ALTSCHUL Group Corporation

Contact: Marjorie Hamilton at (800) 421-2363

Spanish Copies:2

Cost: list price \$295. However, cost will vary considering number purchased.

Description: Offers advice on how to protect yourself and your child from lead poisoning, and reviews its symptoms, discusses sources of lead, presents ways to reduce the risk of exposure in a persons environment, and mentions the role nutrition plays in preventing lead poisoning.

Target audience: Directed towards general public and parents. Available in Spanish.

LEAD, OUR TOXIC LEGACY

Minutes: Copies: 1

Description: Joplin, MO 1995

LEAD: THE INVISIBLE EPIDEMIC

Minutes: 30:00 Copies: 1

By: Channel WB11 St. Louis, MO

Description: August 27, 2000

LEAD TELECONFERENCE

Minutes: Copies: 1

Description: September 1999 Teleconference

LEAD TELECONFERENCE

Minutes: Copies: 1

Description: November 1999 Teleconference

LEAD TELECONFERENCE

Minutes: Copies: 1

Description: 7/18/02 Promoting Lead Poisoning Prevention Activities

LIVING IN TRAIL . . . MAKING THE RIGHT CHOICES

Minutes: 8:45 Copies: 1

A Trail Community Lead Task Force Video

By: Gastown Post & Transfer

Address: 50 West 2nd Avenue Vancouver, B.C. V5Y 1B3

Telephone: (604) 872-7000

Description: General info. On lead poisoning prevention. Trail is a community with a smelter.

Target audience: General Public

MARGARET SAUSER INTERVIEW (lead)

Minutes: 14:00

Copies: 2

MAX AND MARGARET TALK ABOUT LEAD

Minutes: 25:00 Copies: 3

A Trail Community Lead Task Force

By: RJ VIDEOCOM

Address: 3052 Laburnum Drive, Trail, B.C. V1R 2S7

Telephone: (604) 368-8903

MERCURY VIDEO NEWS RELEASE

Minutes: 4:00 Copies: 3

By: Environmental Response Video

MOVING TOWARD A LEAD-SAFE AMERICA

Minutes: 16:00 Copies: 5

By: U.S. Dept. of Housing & Urban Development, Office of Lead Hazard Control

SAFE-T-FILL (Capillary Blood Collection System)

Minutes: 5:00 Copies: 15

By: RAM Scientific, INC.

Contact: P.O. Box 586, Needham, MA 02494-0004 Phone: 800-535-6734

Target Audience: Nurses

SESAME STREET LEAD AWAY!

Minutes: 15:00 Copies: 4

By: Children's Television Workshop & National Safety Council

Description: Lead Poisoning Prevention Project

Target audience: Those interested in teaching kids about lead.

THE DOE RUN CO. "LIVING WITH LEAD"

Minutes: 9:00 Copies: 2

THE PATHOPHYSIOLOGY OF LEAD

Minutes: 36:00 Copies: 6

By: Missouri Department of Health and Senior Services

Description: Physician narrated. Clinical information on lead poisoning including sources, exposure pathways, health effects, chelation methods. Directed towards physicians, nurses or clinical staff.

YACKLE-DEE-DOO MEETS MR. LEAD SPOT

Minutes: 14:00 Copies: 2

Description: Puppet show training video

Target audience: Those interested in teaching kids about lead.

YOUR RIGHT TO KNOW: A HEALTH AND SAFETY GUIDE FOR THE LEAD INDUSTRY

Minutes: 15:00 Copies: 1

By: Lead Industries Association, Inc.

Contact: Jeff Miller at (800) 922-LEAD

Cost: \$50.00

Description: Directed to major lead using industries such as primary and secondary smelters, battery plants

or others that might have high lead exposure. Available in Spanish.

Target audience: Lead occupational workers



Contact us at:

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Jefferson City, MO 65102-0570

Phone: 573-751-6111 or (866) 628-9891 Fax: 573-526-6946